

WORKFORCE OBSERVATIONS FOR SOUTH CENTRAL WISCONSIN COUNTIES

June 2002



State of Wisconsin
Department of Workforce Development

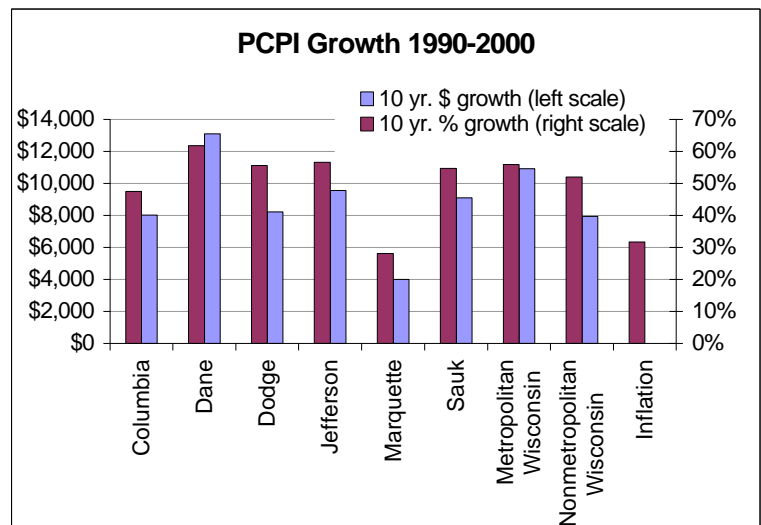
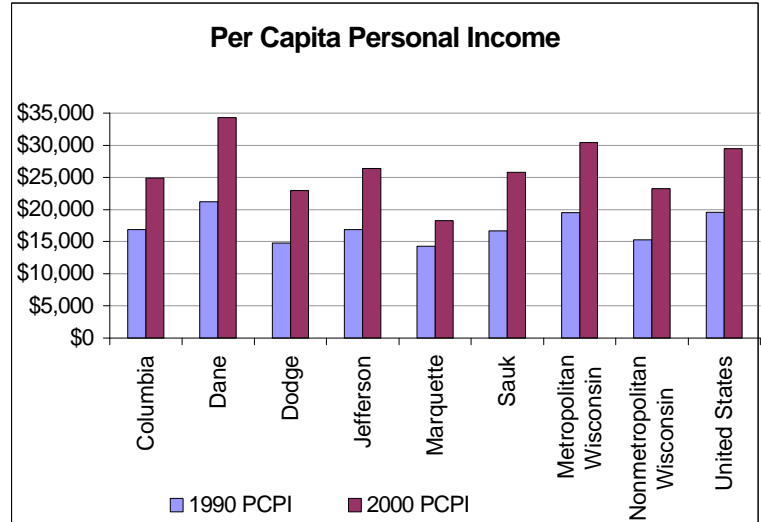
Per capita personal income estimates released

In May, the Bureau of Economic Analysis released per capita personal income (PCPI) estimates for each state and county. (See www.bea.gov/bea/regional/reis/.) Once again, South Central Wisconsin shows itself to be a place of tremendous diversity, with year 2000 PCPI ranging from nearly \$18,300 in Marquette County to roughly \$34,300 in Dane County.

Over the 1990-to-2000 time period, PCPI growth varied from about \$4,000 (28%) in Marquette County to nearly \$13,100 (62%) in Dane County. Compared to Wisconsin's nonmetropolitan areas, the metropolitan areas started from a higher PCPI base in 1990, experienced faster PCPI growth between 1990 and 2000, and retained more working-age residents. It is not surprising that Dane County lead the area's PCPI growth. The younger, faster-growing population of Dane County also caused housing costs to grow faster than in neighboring counties, so Dane County residents did not see living standards rise as much PCPI figures would otherwise suggest.

The third and fourth columns of the table below show each county's PCPI rank (out of 72 counties) in 1990 and in 2000. Small changes (less than 5 slots) probably mean little because PCPI estimates are exact income figures and because the income differences between similarly ranked counties are often smaller than the margin of error. Columbia County's change in rank is a borderline case, but Marquette's is more noticeable. Degree of connection with a metropolitan area appears to be positively correlated with PCPI growth.

Further analysis of PCPI data indicates that, over the 1990s, services and retail activities accounted for an rising share of this region's total income. Although not shown below, these data also suggest that manufacturing accounts for a declining share of the region's income.



Per Capita Personal Income (PCPI)

Source: Bureau of Economic Analysis, www.bea.gov

	1990 PCPI	2000 PCPI	1990 rank (out of 72 counties)	2000 rank (out of 72 counties)	1990-2000 growth (\$)	1990-2000 growth (%)	\$ growth rank	% growth rank
Columbia	\$16,864	\$24,888	20	29	\$8,024	48%	39	58
Dane	\$21,204	\$34,301	3	3	\$13,097	62%	3	11
Dodge	\$14,741	\$22,945	38	35	\$8,204	56%	35	29
Jefferson	\$16,861	\$26,411	21	17	\$9,550	57%	16	28
Marquette	\$14,279	\$18,284	47	70	\$4,005	28%	72	71
Sauk	\$16,667	\$25,772	24	23	\$9,105	55%	24	36
Metropolitan Wisconsin	\$19,494	\$30,407			\$10,913	56%		
Nonmetropolitan Wisconsin	\$15,284	\$23,228			\$7,944	52%		
United States	\$19,572	\$23,228			\$3,656	19%		

In May, South Central Wisconsin's unemployment rates generally followed the April trend of declining faster than they usually do during this time of year. Still, except Sauk and Columbia Counties, unemployment rates remain higher than the average of May unemployment rates from 1990-2001. Unemployment rate declines are a positive sign, but the labor force declined during a month when the labor force typically posts sharp increases. Employers usually gear up for peak season in agriculture, construction and tourism-related industries.

Retail job growth was slightly below its 1994-2001 average for May and construction growth was a bit stronger than average (although still below employment levels during the boom years). The services sector continued to follow its typical trend closely, as did government employment, with many school workers' jobs ending with the college semester. Perhaps most striking was the failure of the manufacturing sector to pick up as it normally does during this time of year. This may be the weakest element of the current recovery so far.

	Wisconsin	South Central WDA	Madison MSA	Columbia County	Dodge County	Jefferson County	Marquette County	Sauk County
May 2002								
Civilian Labor Force*	3,040,400	443,700	277,600	28,700	48,200	44,000	7,500	37,700
Employed	2,902,700	430,500	271,500	27,300	45,900	42,300	7,000	36,500
Unemployed	137,700	13,200	6,200	1,350	2,200	1,700	480	1,200
Unemployment Rate (%)	4.5	3.0	2.2	4.7	4.7	3.9	6.4	3.2
Total jobs, all industries**	2,844,600	433,200	295,900	22,000	35,300	37,900	3,900	38,100
Construction & Mining	129,800	20,000	12,900	1,080	2,300	1,190	310	2,200
Manufacturing	564,100	67,000	29,500	5,700	11,900	11,500	1,190	7,300
Transport & Public Util.	132,700	15,200	10,600	660	1,340	1,500	80	1,070
Wholesale Trade	138,200	17,300	12,100	750	1,110	1,340	110	1,810
Retail Trade	505,700	75,700	49,900	4,400	5,100	7,400	710	8,100
Finance, Ins. Real Estate	152,100	27,100	23,700	430	800	840	120	1,160
Services	794,400	115,700	81,600	5,000	7,300	9,900	650	11,100
Government	427,500	95,300	75,500	4,000	5,400	4,200	760	5,400
Change From April 2002								
Civilian Labor Force*	-5,900	-350	-1,470	310	-60	-260	10	1,120
Employed	30,400	3,000	-190	670	550	200	170	1,610
Unemployed	-36,300	-3,400	-1,280	-370	-610	-460	-160	-490
Unemployment Rate (%)	-1.2	-0.7	-0.5	-1.3	-1.2	-1.0	-2.2	-1.4
Total jobs, all industries**	35,100	3,700	460	530	480	250	170	1,790
Construction & Mining	11,600	1,950	1,240	40	220	70	70	310
Manufacturing	1,430	10	40	20	20	-100	0	30
Transport & Public Util.	1,910	110	20	50	20	0	0	30
Wholesale Trade	1,410	160	60	20	30	20	0	40
Retail Trade	8,200	1,360	620	190	110	40	50	350
Finance, Ins. Real Estate	720	70	30	10	0	10	0	10
Services	11,500	2,100	330	250	140	270	50	1,020
Government	-1,730	-2,000	-1,870	-40	-50	-60	-10	-10
Change From May 2001								
Civilian Labor Force*	62,300	9,500	6,200	830	250	690	170	1,340
Employed	49,100	7,800	4,800	700	240	600	180	1,250
Unemployed	13,200	1,750	1,440	130	10	90	-10	90
Unemployment Rate (%)	0.3	0.4	0.4	0.3	0.0	0.2	-0.3	#N/A
Total jobs, all industries**	-1,750	8,600	7,900	790	-980	-710	-110	1,700
Construction & Mining	-1,610	-1,230	-1,120	20	70	-80	-40	-70
Manufacturing	-48,900	-3,900	-1,490	290	-1,510	-1,390	30	190
Transport & Public Util.	-1,810	200	450	-100	50	-210	-10	20
Wholesale Trade	-1,040	-640	-580	-30	-40	-80	20	80
Retail Trade	10,600	2,200	1,630	-140	110	170	-50	490
Finance, Ins. Real Estate	4,400	1,900	1,830	-20	-20	40	0	60
Services	26,500	7,900	5,500	580	160	800	30	850
Government	10,100	2,200	1,750	190	190	40	-90	90

* Includes people residing in area. **Includes employment with employers located in area. Both sets of estimates are NOT seasonally adjusted. Current month estimates are preliminary. Numbers 2,000 and greater are rounded to nearest 100. Numbers under 2,000 are rounded to nearest 10. Sub-units may not add to totals due to rounding. Calculations are based on unrounded numbers, results are rounded.

Look for the most current Labor Market Information at: www.dwd.state.wi.us/lmi.

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